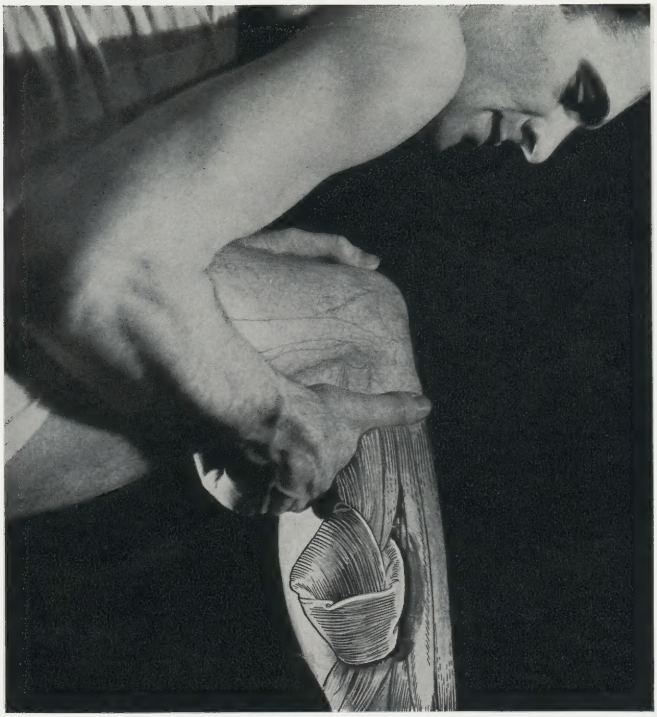
BALLYHOO

FEBRUARY

MAE WEST NUMBER

15 CENTS



SORE MUSCLES?

Soothe away those KNOTS *of pain*

Here's speedy relief

● Untie those knots that cramp your muscles with pain. When your muscles feel like they're tied in knots—when they're cramped and kinked with pain—here's the way to relax, and relieve, and soothe them almost like magic.

Just rub on Absorbine Jr. Massage its soothing balm deep down into those sore spots. And then—a wonderful thing happens. A delicious warmth penetrates through your ailing muscles. A pleasant glow kindles—the hurt subsides—steals gently away.

It's as simple as that! And it works!

So, if you must get thwacks, thumps or bruises—or over-exercise—it's best to keep a bottle of Absorbine Jr. around. Athletes, coaches and trainers swear by it—for more than 40 years it has been a standby with them. For strains and sprains, for ailing muscles of every kind, Absorbine Jr. is solid comfort in liquid form. Price $1.25. For free sample write W. F. Young, Inc., 416 Lyman Street, Springfield, Massachusetts. *In Canada:* Lyman Bldg., Montreal.

ABSORBINE JR.

for years has relieved sore muscles, muscular aches, bruises, burns, cuts, sprains, abrasions, sleeplessness

Used by Thousands for "ATHLETE'S FOOT"

At last–The Perfect Woman!

Complexion by Bonds
Abetted by Elizabeth Harden

Teeth whitened by Killynos

Cigarette by Lucky Gold

Bust developed by Cocomalt

Hair removed by Zippe

Domestic hands cured by Lovlilotion

Nails by Cutexy

Clothes washed by Blux

ADDITIONAL DATA
Reads Ladies' Own Journal
Sleeps on Zimmons' Beds
Drinks Orange Juice daily
Eats Krispy Flakes

Dandruff cured by Blisterine

Eyes by Mabellinsky

Chin lifted by Dorothy Gay

Throat gargled by Lavorine

Reduced by Harmola

Bathed by Fleur de Sope

Perfume by Cuty

Fanny reduced by Little Marvel Rowing Machine

Health improved by Yeast

Popularity gained by Life Booey

Athlete's foot cured by Absurbine

Corns removed by Boo Jay

HOW NEARLY PERFECT ARE YOU?

Test yourself with the Ballyhoo Chart and see how near you come to being a perfect lady!

BALLYHOO, February, 1934, Vol. 6, No. 1. Published monthly and copyrighted by the Dell Publishing Co., Inc., 149 Madison Ave., New York, N. Y. George T. Delacorte, Jr., President and Treas.; H. Meyer, Vice-Pres.; M. Delacorte, Sec'y. Chicago Advertising Office, 540 N. Michigan Avenue, Chicago, Ill. Entered as second-class matter June 22, 1931, at the Post Office at New York, N. Y., under an act of March 3, 1879. Yearly subscriptions $1.50. Single copies 15c. Price in England 1/– a copy; subscriptions 13/6 the year post free. Other foreign subscriptions $2.50 a year. Sole foreign agents: The International News Company, 5 Breams Building, London, E.C. 4, England. Ballyhoo does not hold itself responsible for the loss or non-return of unsolicited contributions.
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ADLAFFS

BALLYHOO PAYS $10 FOR EACH ADLAFF PRINTED

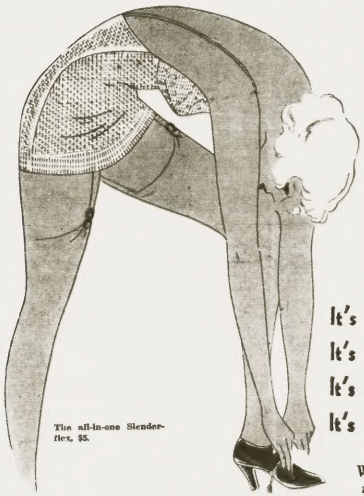
Like Going Out **Half Dressed** *When You Brush Your Teeth and Neglect to* **Massage Your Gums** ***Her gums are all right!***

The most deliriously lovely Stocking you ever slipped your little foot into!

BY PROPPER **$5**

Sheer extravagance? Maybe. But wait till you see the stockings! In our opinion, they're the most exquisite hose ever manufactured in America—a beautiful heel that follows the feminine contours of your ankle—a tiny toe—a slim, sleek, sandal sole! American designing at its zenith! Wear them with orchids—and have a ravishing evening!

You're telling us!



Tiso all-in-one Slenderflex, $5.

It's NOT a corset
It's NOT a girdle
It's NOT a pantie
It's NOT an undie

What the hell is it, then?

WANT A STEADY JOB?
Work for "Uncle Sam"
$1260 to $3400 Year

MEN—WOMEN 18 to 50. Common Education usually sufficient. Short hours. Vacation with pay. Write immediately for free 32-page book with list of future positions and full particulars telling how to get them.

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Why continue to suffer? The LIEPE METHOD quickly relieves indicated Varicose Veins, Varicose Ulcers, Enlarged and Swollen Veins, Eczema and other stated leg troubles *while you walk.* A special prescription for each type of case. 40 years of success! Praised by thousands.

FREE! Write today for New Booklet—"The LIEPE METHOD OF HOME TREATMENT."

LIEPE METHODS 3284 N. Green Bay Ave., Dept. 38M, Milwaukee, Wis.

What pretty legs Mr. Franklin has!

Nice way to talk to a lady!

"*Oh!* Look at that horrid *bathtub ring!*"

Well, why doesn't she look at it?

Maybe it was the check.

Is that all?

GALA NIGHTS

Charles Pierre
Invites You

TO DINE, DANCE AND ENJOY
A MOST ENTERTAINING
EVENING AT THE . . .

NEPTUNE GRILL

Is everybody under the tables?

Mr. E. B. Blake, of Rumson, N. J., learned about Plymouth by Driving one!

And with an Illinois license!

TEST YOUR NERVES!

Here you are folks! Ballyhoo's famous Nerve Chart! Hold a pencil between your teeth and put a dot in the centre of each circle. If you don't bite the pencil in half your nerves are as strong as an Advertising man! *Stronger!*

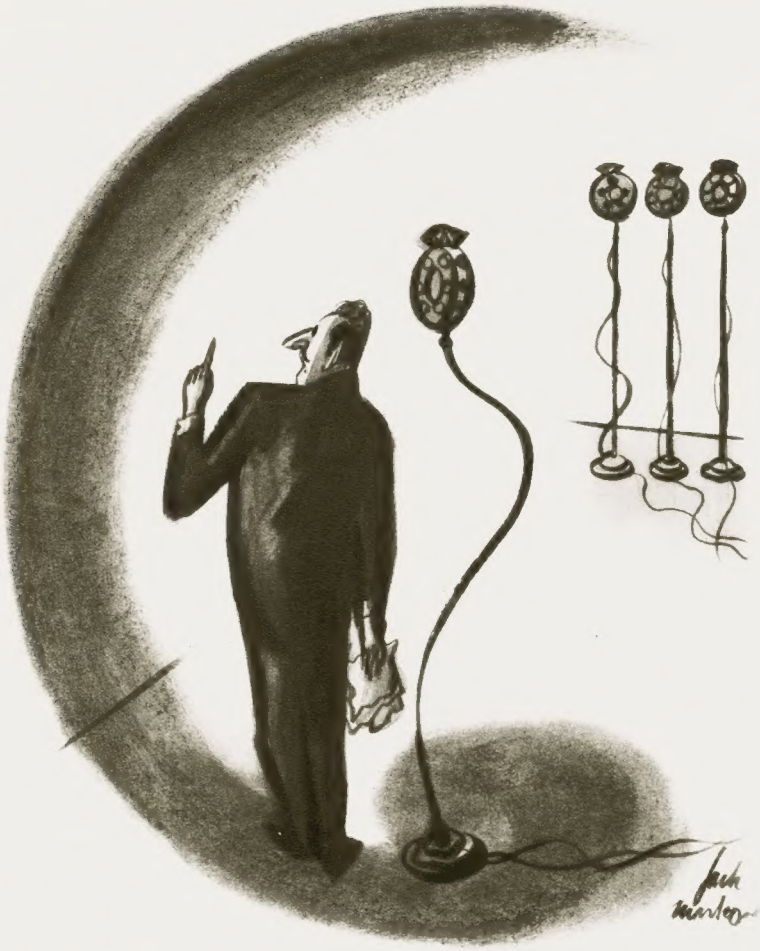
PRIZES! PRIZES! PRIZES!

Anyone getting the dots in exactly the right places will receive a year's subscription to* BALLYHOO, *if they send $1.50 to 149 Madison Avenue, New York City. Now isn't dot peachy?

BALLYHOO

Edited by Norman Anthony

Published by Geo. T. Delacorte, Jr.



"Tell Miss West the microphone is ready for her broadcast."

Minnie Mouse goes Mae West.

"Who's your favorite movie actress?"

"Mae West is calling for an estimate!"

"Yoo hoo! C'mon up sometime!"

The Private Life

A Personal Interview by Our Own

"ELMER," said the "Chief," (he always calls me Elmer) "I want you to cover Mae West."

"But Chief," I remonstrated, "I've never even been introduced to the lady!"

He gave me such a withering look that my celluloid collar exploded.

"A fine newspaper man you are!" he growled, downing a quart of Johnny Walker (advt.) at one gulp. "What do you think this is, the Herald Tribune? Get out of here and don't come back until you have the real life story of Mae West!"

As every red blooded newspaper man knows "Orders is orders!" so after taking one last look at Horace Greely, I jumped on my faithful steed, "Golden Words" and turned my face toward the sun-kissed shores of California. "Westward Hi de Ho!" I shouted and the echo answered back "Nuts!" ******** Stars indicate stops for gas and Comfort Stations.

Migod, will I ever forget the first time I was ushered into the puissant presence of the Mighty Mae! I was up to my ankles in tiger rugs, my brain was in a whirl and I was shaking like an aspen leaf. The sylphlike siren slithered up beside me and slipped a cocktail shaker into my trembling hands.

"If you're so nervous," she breathed heavily, "you might just as well be shaking up some cocktails!"

I shook and shook.

The Queen of the West eyed me up and down from beneath smoldering eyelashes, her free wheeling hips swaying to the rhythm of the shaker. It was like standing in front of an open furnace, and my breath came in short dry gasps. My face was on fire and the smell of burning cloth made my nostrils quiver like a gal-

An intimate snapshot of Elmer Zilch interviewing Mae West. The interview lasted three weeks and the reserves had to called out to get Elmer back to New York.

Even movie stars have their moments of relaxation! Here we see Mae at Malibou Beach breasting the waves and vice versa. Carey Grant is in the background.

# of Mae West!

Elmer Zilch (who is no Angel)

Another intimate glimpse of the famous star as she prepares for the long day's work at the studio.

loping racehorse. But I kept a stiff upper lip.

"Warm for this time of year, isnt it?" she red hot murmured.

I shook and shook.

Finally I found my voice. "Y—Yes," I stammered, my eyes glued on her hips.

The voluptuous vampire took the shaker from my palsied hands and led me to a hi de hi divan.

"Won't you lie down?" she throated, shrugging her shoulders and other parts. "I suppose you want to interview me?"

My clothes were on fire by this time but I determined to stick it out.

"Y—Yes, Miss West," I yessed and my burning words dropped like hot coals on the tiger rug. "I—I suppose you've had many interviews in your life?"

Her hot eyes swept over me and my underwear caught fire.

"It isn't the interviews in my life that count," she Mona Lisaed, "It's the life in my interviews!"

My shoes were burning briskly by now but I titted my greeth.

"Tell me, Miss West," I quivered, "do you believe in sex?"

"Sex?" she hissed, her big blue eyes staring into my face. "What is sex?"

I was dumfounded.

My garters went up in flames but I kept on.

"Did your parents never tell you about the facts of life?"

She touched my arm and my wrist watch melted.

"No," she whispered with a slithering sob. "All they told me about was the eye, nose and throat."

The Hollywood nymph gripped my hands tightly and it was a damn good thing she did!

"Mr. Zilch," she sibilated softly, "I have a confession to make! For a long time I have carried this secret buried in my breast!"

"Some burial!" thought I.

Mae West and Clark Gable in a scene from her new movie "Red Ants," which was so hot that two thousand feet of film were burned up in taking it!

"But I am going to tell you!" she singed. "I suffer horribly from suppressed desires!"

"And so does Ballyhoo," I thought to myself but I said sympathetically, "Yes, yes, go on!"

"I am a lonely woman, Mr. Zilch," she continued, "and you look like a man with a big heart."

My chest swelled with pride, but at her smoldering glance my eyebrows went up in smoke. The Wild West of the Pampas clutched my scorched hands.

"Can't you help me out of my difficulty?" she swooned.

I looked deep into her big blue eyes then I felt in my pocket.

"Mae—may I call you Mae?"

Her bosom nodded.

"I have a present for you," I whispered.

With trembling fingers I brought out a bright red apple and handed it to her. With a throaty gurgle of delight she took it and pressed it to her bosom.

"What are you thinking about?" I asked.

"The same thing you are!" she smoldered.

Another view of Mae at Malibou. She has just heard the cry, "Man overboard" and is on the lookout.

"Why don't you come up sometime?"

HOT SHOTS FROM HOLLYWOOD

Special to Ballyhoo by Pony Express

There are now about 20,000 different Hollywood Gossip Columns being fed to the public so if that's what they want BALLYHOO isn't going to be caught napping! Hang on to your seats, folks! Here we go in a cloud of hooey!

Flash! Greta Garbo has big feet. Mae West has big—blue eyes. There are four Marx Brothers. Ruby Keeler is Al Jolson's wife. Marie Dressler's initials are M. D. Joan Crawford has been seen going places with Franchot Tone. Who the hell cares. Rudy Vallee is a singer. Jimmy Cagney kicks blondes in the behind. Jean Harlow is a platinum blonde. Who the hell cares.

The other day on location Mae West said to one of the directors, "Why don't you come up and see me some time?" Warner Brothers have just distributed ten million six sheet posters advertising the fact that their latest picture "Footlight Fannies" isn't up to their usual standard.

Clark Gable has two eyes, a nose and a mouth. He eats oatmeal for breakfast. Who the hell cares. John Barrymore has a handsome profile. Constance Bennett never eats spinach. Who the hell cares.

Warner Brothers have released ten million more posters advertising the fact that their new picture "Footlight Fannies" is lousy and that no one should go and see it.

Gary Cooper wears celluloid collars. That's why he's afraid to play with Mae West. Marlene Dietrich has nice legs. Sylvia Sidney has nice —legs. Who the hell cares.

Maurice Chevalier is a Frenchman. Johnny Weissmuller is a swimmer. He goes around with Lupe Velez. Warner Baxter and Madge Evans were seen at the Cocoanut Grove. Who the hell cares.

Jimmy (Schnozzle) Durante has a big proboscis. (Nose to you, movie fans.) Flash! Al Jolson socked Walter Winchell on the kisser. Who the hell cares. George Raft wears purple pajamas. It is estimated that one hundred million Americans read crap like this every day.

"What sort of parts do you play?"

"Gee, ain't your hands cold?"

"Thank Heaven for Mae West is what I say!"

"Mama, what's a fate worse than death?"

"Mrs. Chester will now talk on 'The Dangers of Inflation.' "

"We understand you need a plumber, Miss West."

The Mae West Influence

HOW I GET 'EM

Mae West's Advice to Girls on How to Get Your Man

Don't be afraid to show your personality if you want 'em to "come up some time."

Be coy. Hop into an ensemble like the above and give 'em the old "quiver."

Keep them wondering about your womanly charms. Cover up. You know what I mean?

If he's the stubborn kind, go after him. Breathe fast in his ear and put salt on his tail.

Be nonchalant. Put your best foot forward and your hand behind your ear and say, "You can be bad!"

A fan (not a fanny) can be used to advantage in luring the unwilling male. You know what Sally did!

Roll your eyes, especially if they're big blue ones, and you'll have 'em eating out of your hand.

Men just love to have their backs scratched. With this outfit and a back-scratcher it's a pushover.

REMEMBER · THE "GOO

"It cost a buck a tune to hear Hawaiian music?"

"We filled up the tub on Saturday night?"

"You came back from Montreal?"

"They let you sign checks in the speakeasies?"

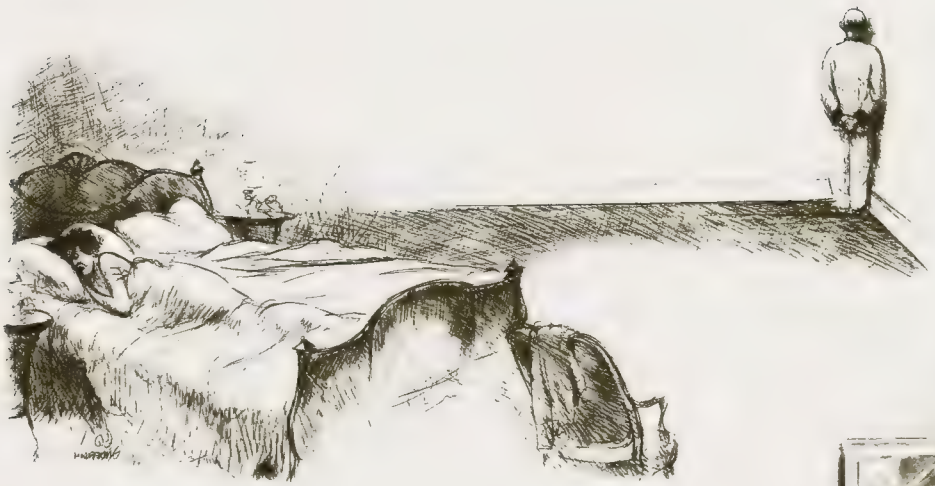
OD· OLD· DAYS." WHEN:

"Everybody played golf?"

"They let you keep a quart under your nightclub table?"

"The best people drank in the back of sedans?"

"Mr. Miller was a guy worth knowing?"



"Wot'll we do—'After the Bath' or 'Wood Nymph?' "

"Aw, what's the use of trying to explain—you wouldn't understand what a Repeal Party was anyway!"

"I just remembered—I must return your 'Torso Mystery.' "

"Mrs. Jones gained four yards in that last scrimmage, folks!"

Mae West's Favorite Screen Lovers!

Otto Murp, who appeared with Mae in "I'm No Push-over." It is said that after this picture was made, Mae had to wear ice packs for over three weeks.

Herman Fupp, admitted by Mae West to be the hottest lover she ever played with. "He can be hot!" said Mae.

Max Beer, the "It" man of Hollywood, who suffered burns and abrasions while playing opposite Mae in "Red Hot Rivets."

Cedric Cinders, the Mexican sheik, who burned twelve of Mae West's brassieres during the filming of "Red Ants." "Sheik can be had," said the big bad wolf.

FUN FOR THE KIDDIES

Here you are, kiddie widdies! Have fun on the long winter evenings. Play Woozie Woozie!

Cut out the white section above and see what funny tricks you can do with your fingers.

2

"Just keep goin' 'till we find your friend and my horse!"

"Dear Ajax Safe Company—Your safes are lousey."

3

4

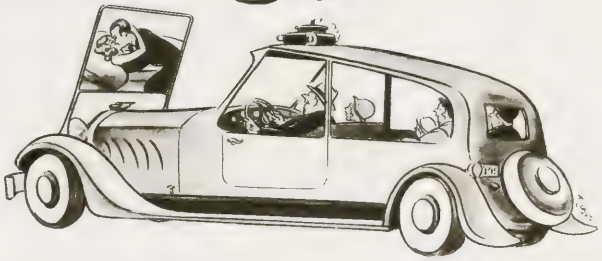
The Spring Styles are here!

An advance showing of the latest automotive vehicles

THE SUNBATH "SIX"

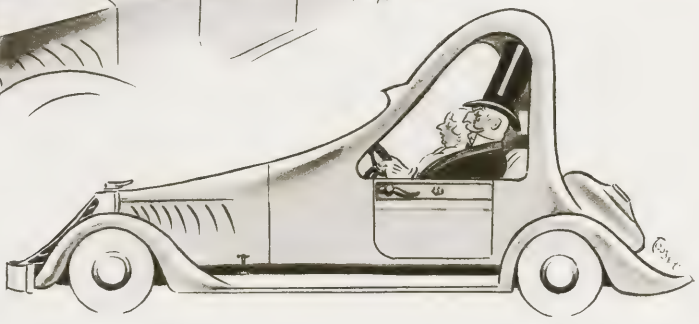
The dual sun-lamp model. Guaranteed pick-up. Will attract attention anywhere.

The New Family Franklin, with Talking Movies, Television and Ticker Service.

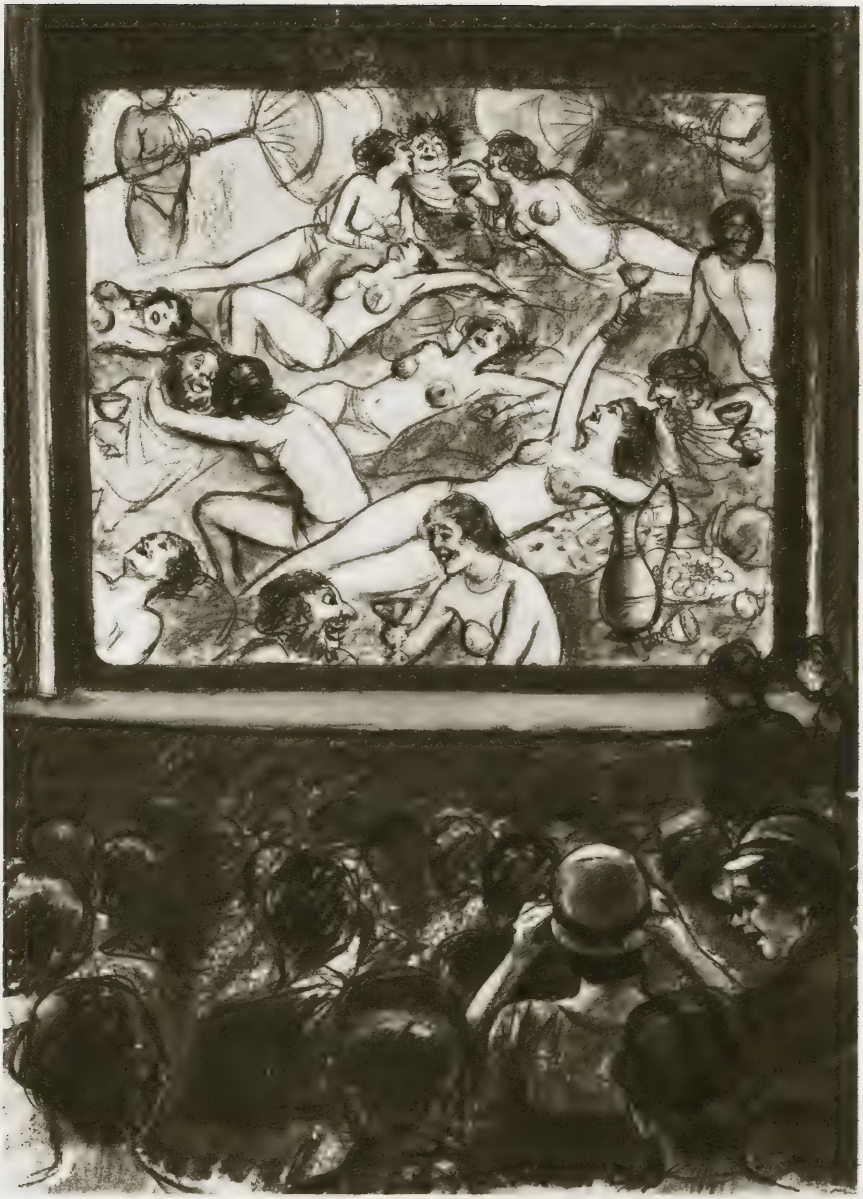


THE REMOTE CONTROL

Keeps you in touch with the little woman while you are on business trips. Allows back-seat driving from home.



The "400." The new Rolls Royce model with plenty of head room for high hats.



"I guess it's one of those religious pictures."

"It doesn't matter how she got in—the thing is to get her out!"

"Guess who!"

"Hey, lady! This isn't the dressing room!"

Is Mae West *really* Popular?

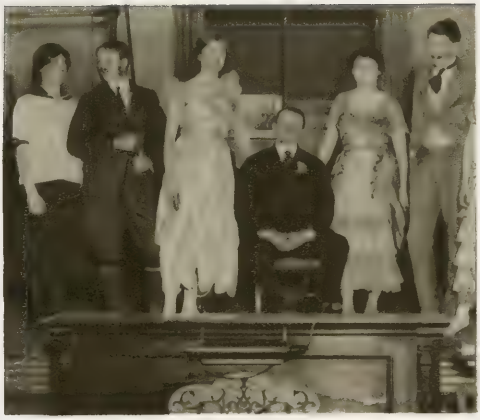
Ballyhoo's Inquiring Reporter Collects Dissa and Data about the new Queen of Hollywood

"What's so hot about Mae West?" asks Virgie Lovell, elevator operator. "I've got everything she's got and then some. Why don't you come up some time?"

"This Mae West craze is a menace," say the ladies of the Busy Bee Sewing Circle. "A woman's chief charm is her mental equipment, and if you don't believe it ask our husbands!"

"We don't care for Mae West personally," declare the Futz Brothers, "but we can be had and we're on our way to Hollywood."

"Mae West may yet be saved," says Amy Simple McMearson. "I pray every night that she will lose her sex appeal and I know that my prayers will be answered."



"Mae West is just a passing fad," says Emma Rhubarb, third from the left. "Our High School play was really much better than 'I'm No Angel' and there wasn't a dirty line in it."

"Since this Mae West business started," says Minnie Munch, home girl, "I've gained 48 pounds and I'm still unpopular with men. I think the whole thing is a swindle."

"Mae West?" asked Tub Boat Annie. "I've heard of North West and South West, but never Mae West."

"I've been no angel for years," says Etta Crumpit, of 72nd Street, "but what did it get me? Mae West just got the breaks, that's all."

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The Mae West Club for Boys

Hi, fellers! Ballyhoo's going to start a Mae West Club for Boys! Won't that be jolly fun? Join the club and see the world! Join the club and get a past! We'll build you up and let Mae tear you down! And just see our insignia! Isn't that a peachy insignia? All you have to do is send five dollars (5) to Ballyhoo and you may display it in the window, (Mae might come up if she saw it!) on your car, any place.

THE CLUB AIMS

1. To put a Mae West button on the pants of every man in America.
2. To put up a Big Front.
3. To get the right angle on things.
4. To send Mae West's ex-lovers to Baden-Baden.

HERE ARE SOME OF THE ADVANTAGES OF BELONGING TO THE CLUB

1. You'll be kept in touch with all new developments of Mae West's figure.
2. You'll never go near the "Y" again.
3. Free Road Map to Hollywood.
4. You may get up to see her some time.

EXTRA! EXTRA! EXTRA! THE MAE WEST CLUB ANNEX FOR GIRLS!

Girls, don't let Mae West take all the men away from you! Join the Mae West Club Annex and we'll show you how to make you stick out in the right places, to take it off where you don't need it and put it on where you do. We'll show you how to get in shape to compete with Mae. Just send five dollars (5) to Ballyhoo, along with your photograph and you're a member. If you haven't the five dollars, send your photo anyway. If it passes the club requirements we'll come up to see you. Join now before it's too late!

THE MAE WEST CLUB GIRL ALWAYS GETS HER MAN!

But a STAIN to Your Teeth

Don't let the 7½ Stains spoil the Beauty of your new false teeth

EVERYTHING you eat from soup to nuts stains your teeth.

Ain't that a stain!

Eat IBBO toothpaste and your teeth will always be pearly white.

Send for Free Booklet: "The Tooth in Advertising"

Just look at this man staining his nice teeth by eating corn. Tch! Tch!

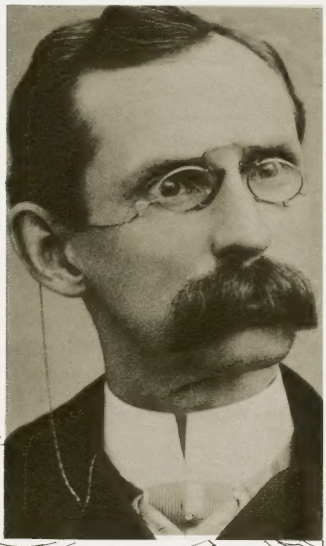
Where's Elmer?

Ballyhoo's Colossal Manhunt Goes On!

From the Rockbound Coast of Maine to the Sun-Kissed Shores of California thousands and thousands of people (well, a dozen, anyway) are searching for the Man of the Hour—the man who looks the most like Elmer Zilch! He will be given a free trip to New York (and back home) and a week's Hotcha Cha Entertainment!

Find Elmer Zilch's Double!

Send his photo to BALLYHOO NOW. The Big Contest closes January 10th!



Is Elmer hiding in this crowd? See if you can find him.

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